

# WASHINGTON COUNTY TOURISM PROFILE

County Indicator	2005	2006	2007	% Change 2006-2007	State Ranking
<b>DEMOGRAPHIC</b>					
Population	127,127	134,899	140,908	4.5%	5
Total Non-Ag Employment	47,244	51,529	53,614	4.0%	5
Non-Ag Avg Monthly Wage	\$2,151	\$2,315	\$2,365	2.2%	16
Per Capita Income	\$23,017	\$24,400	\$24,869	1.9%	16
Unemployment Rate*	3.5%	2.9%	2.7%	-6.9%	12
<b>SPENDING &amp; EMPLOYMENT</b>					
Spending by Travelers (Millions)	\$347.1	\$354.5	\$404.8	14.2%	6
Travel & Tourism Related Employment	5,509	6,049	6,120	1.2%	6
<b>TOURISM TAX REVENUES (000s)</b>					
Local Tax Revenues from Traveler Spending	\$11,314.3	\$11,590.4	\$11,013.1	-5.0%	6
Transient Room Tax	\$1,698.8	\$1,929.6	\$2,468.2	27.9%	3
Restaurant Tax	\$1,455.5	\$1,664.9	\$1,716.2	3.1%	5
Car Rental Tax	\$255.0	\$286.8	\$317.6	10.7%	4
Gross Taxable Retail Sales (millions)	\$2,401.9	\$2,680.2	\$2,576.0	-3.9%	5
<b>REGIONAL VISITATION COUNTS</b>					
I-15 UT/AZ Traffic Count	7,971,600	8,004,450	8,214,325	2.6%	
SR-89 UT/AZ Traffic Count	1,164,350	1,244,650	1,598,700	28.4%	
St. George Welcome Center	231,648	239,156	193,346	-19.2%	
Zion N.P.	2,586,659	2,514,490	2,657,281	5.7%	
Bryce Canyon N.P.	1,017,680	890,673	1,012,562	13.7%	
Quail Creek S.P.	165,702	108,482	112,534	3.7%	
Cedar Breaks N.M.	505,046	453,382	514,871	13.6%	
Grand Staircase-Escalante N.M.	613,228	695,866	708,362	1.8%	
Snow Canyon S.P.	200,562	255,643	385,963	51.0%	
Coral Pink Sand Dunes S.P.	65,270	66,468	69,509	4.6%	
Gunlock S.P.	NA	60,891	45,222	-25.7%	
Mountain Meadows	NA	NA	NA	NA	

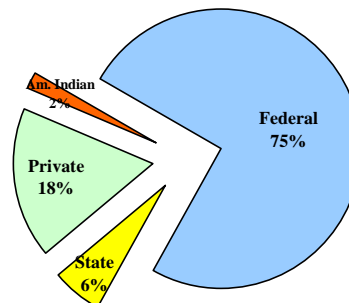
\* Several Counties have identical Unemployment Rates  
r = revised

Land Ownership - 2007	No. of Acres	% Total
<b>Total Acres in County</b>	<b>1,554,104</b>	<b>100.0%</b>
<b>Federal Government</b>	<b>1,161,710</b>	<b>74.8%</b>
BLM	635,172	40.9%
US Forest Service	394,568	25.4%
National Park Service	131,970	8.5%
National Wildlife Service	--	--
Other •	--	--
<b>State Government</b>	<b>88,738</b>	<b>5.7%</b>
Utah State Parks & Recreation	8,072	0.5%
Utah State Wildlife Reserves	848	0.1%
State Trust Lands	79,815	5.1%
Other ••	3	0.0%
<b>American Indian</b>	<b>28,183</b>	<b>1.8%</b>
<b>Private*</b>	<b>275,786</b>	<b>17.7%</b>

• Includes Military and Bankhead Jones land  
•• Includes State Sovereign and UDOT land

\*May include some local government land

Land Ownership - 2007



## Washington County Tourism Profile

